DOCUMENT RESUME

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ABSTRACT

In 1997, Frederick Community College (FCC) in Maryland conducted a telephone survey of a random sample of 466 Frederick County residents to identify their perceptions of the college. In particular, the survey examined Frederick County residents' image of FCC, level of awareness of services and programs offered by FCC, and the types of services that affect enrollment decisions. All residents interviewed were at least 18 years of age. Findings from 348 respondents whose ages range between 18 and 59 years of age include: (1) 85% of county residents interviewed rated FCC's reputation as "good" or "very good"; (2) of all county residents attending any college in the past two years, 62% attended FCC; (3) one-half of those interviewed were not aware of FCC's programs for children; (4) while 70% rated the variety of courses as good or very good, only 55% rated FCC course offerings as being relevant to the world of work; (5) 70% rated FCC as affordable; and (6) 3 out of 4 respondents have a personal computer in their home and nearly one-half have access to the Internet. Graphs of responses from residents 18 to 59 years old, responses by age and gender, and responses from residents 60 years old and over are included. (AS)

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ED 421 187

# Frederick County Community Perception Survey

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*Prepared by:*
*Planning, Research and Evaluation*
*Frederick Community College*
*August 1997*

JC 980 332

*With Special Thanks to*
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*and his*
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# Implications

1. Nearly **85%** of county residents surveyed rated **FCC's reputation** as **"good"** or **"very good."** This reinforces an earlier study showing the College to be among the highest rated public institutions and agencies in Frederick County. For residents who have attended FCC in the past two years, the rating jumps to 90%.

2. The survey also confirms State data showing that of all county **residents attending any college** in the past two years, **62% attended FCC**.

3. Some college services and functions do not seem to be as well known as others. For example, **one-half** of those surveyed were **not aware** of our **Kids on Kampus** and **sports camp** programming for children and **39%** were **not aware** of our **theatrical performances**.

4. While **70%** rated our **variety of courses** as good or very good, only **55%** rated our course offerings as being **relevant to the world of work.**

5. Nearly **70%** rated FCC as **affordable** while only 3% rated our affordability as poor. The level of income of survey respondents did not effect ratings on this measure.

6. The survey indicates that **offering courses in different, shorter time frames** and in different formats would have the effect of causing **more individuals to enroll**.

7. Nearly **3 out of 4** respondents have a **personal computer** in their home and nearly **one-half** have access to the **Internet.**

8. Although **most** respondents listen regularly to a radio station **outside of the Frederick area**, **23%** report listening to **WFRE**. At the same time, **83%** report reading the **Frederick News Post**. Only **13%** report viewing **Channel 23**.

9. When asked to indicate an awareness of FCC programs and services, **Weekend College** was identified by **87%** of respondents, the highest rating received. Considering that Weekend College was the most recent initiative, program, or service on the list, this result would indicate that our marketing and promotional efforts to inform county residents of Weekend College was very successful.

# Frederick County Community Perception Survey

## Background and Methodology

In September 1996, at the Enrollment Development and Marketing workshop, participants developed a series of recommendations related to enrollment development and marketing. One of the research related recommendations was to identify Frederick County residents' perceptions of Frederick Community College. The Director of Planning, Research and Evaluation, with the help of Research Council members, designed a survey to address this issue.

The purpose of the survey was three fold: (1) to ascertain the image of FCC held by the community, (2) to identify the level of Frederick County residents' awareness of some of the College's services and programs and which services and/or programs would have an effect on their decision to enroll at FCC, and (3) to identify media viewer behavior to help the College in its marketing activities.

Professor David Hickman assigned the telephone interviewing to his Marketing students, who were trained to conduct the telephone interviewing, as part of their class assignment. This project helped the students to learn about marketing research and telephone interviewing techniques as one method of collecting data. Having the students conduct the interviews was financially beneficial to the College.

During February and March of 1997, ***446*** Frederick County residents were randomly selected and interviewed by telephone. All respondents were at least 18 years of age. The analysis in this report is based on responses of respondents who are between 18 and 59 years of age. Thirteen percent of the Frederick County residents are 60 years and higher. The completed interview rate for this age category was 21%. Therefore, it was decided to exclude this group from the analysis in the first section of this report to avoid misrepresentation in the results. The report concludes with a section which presents the findings from this group.

The first section of this report is based on information from **348** respondents whose ages range between 18 and 59 years. The response rate yield is 95% of confidence level with +/-5% sampling error. Therefore, the result can be used to generalize to the total Frederick County residents with 95% probability that the "true" figure would fall within that range if all county residents between ages 18 and 59 were interviewed (See Table 1). One hundred and twelve residents contacted declined to participate in this study.

**Table 1**
**Population Comparison Based on**
**18-59 Years of Age**

| Age Categories | Survey Population | County Population |
|---|---|---|
| 18 to 22 Years Old | 15% | 18% |
| 23 to 35 Years Old | 31% | 28% |
| 36 to 59 Years Old | 54% | 54% |

## Summary

Highlights of the major findings include:

- **Eighty-four percent** of the respondents rated FCC's ***reputation*** as very good (35%) or good (49%); 15% did not respond to the question. Only one percent rated FCC's reputation as bad. This rating was higher for those residents who attended FCC in the last two years. **Ninety percent** of them rated the College's reputation as very good (39%) or good (51%) and 10% declined to rate or said "don't know."

- **Thirty percent** of the respondents had taken college-level courses within the past two years. Of those, **sixty-two percent** had attended FCC.

## Rating Services and Programs

- About **65%** of the respondents rated ***courses and services geared to Business and Industry*** as good. Thirty percent did not provide an opinion.

- About **44%** of the respondents rated programs ***for young children such as Kids on Kampus and sports camps*** as good. Fifty percent did not provide an opinion.

- **Fifty percent** rated ***music and theater performances*** as good. Thirty-nine percent did not provide an opinion.

- **Sixty percent** rated ***quality of faculty*** as good. Thirty-one percent did not provide an opinion.

- **Seventy percent** rated ***variety of courses offered*** as good. Eighteen percent did not provide an opinion.

- **Sixty-nine percent** rated ***FCC's affordability*** as good. Eleven percent rated fair, 3% rated poor and 17% did not provide an opinion. The income level of the respondents did not have any relationship with the way they rated affordability.

- **Eighty-seven percent** rated ***convenient location*** as good.

- **Fifty-nine percent** rated ***convenient scheduling*** as good.

- **Eighty-three percent** rated ***appearance of campus and building*** as good.

- **Fifty-nine percent** rated ***offering courses relevant to work*** as good.

**Awareness of Services and Programs**

Younger residents of Frederick County tend to be more knowledgeable about FCC's services and programs. One of the intentions of the survey was to evaluate the extent of the respondents' awareness about the services and programs provided by the College. Therefore, it is important to pay attention to the "Do not know" ratings.

- In most cases, more than half of the respondents were aware of FCC's offerings. It seems that the College's marketing efforts have had a strong effect on resident's awareness of some College programs. For example, in 1996 the College initiated a Weekend College program and advertised it heavily in the media. Community members have a greater awareness (87%) of this program than any other surveyed.

- **Fifty-eight percent** of them had visited FCC.

- **Eighty percent** of them remembered receiving a FCC course schedule in the mail.

**Effects On Enrollment**

Respondents confirm that different innovative educational and community services may have some effect on county residents' decision to attend FCC. These offerings would have a higher effect on women than men to attend FCC. Also, different age categories would respond to

different kinds of offerings.

- Half of the respondents said that offering 8 or 10 week classes or short-term career courses would have an effect on them to enroll.

- Offering hobby courses (48%), Saturday classes (48%), classes held at public places (46%) and TV courses (43%) also have a strong effect on the respondents' decisions to enroll.

- Almost one third of the respondents said that Friday night classes would have an effect on their decision to enroll.

- Offering child care would have an effect on 29% of the respondents. The availability of child care would have a higher effect upon females between 23-35 years of age.

- **Seventy-three percent** of the respondents have a personal computer in their homes and **46%** of them have access to Internet.

**Advertising**

- The majority of the respondents listen to radio stations broadcast from outside of the Frederick area.

- The most popular **local** radio station among respondents is WFRE (23%) and the least popular is WTHU (1%).

- The most popular **local** TV channel is Channel 10 (43%) and the least popular is Channel 23 (13%).

- The most popular newspaper is the Frederick News Post (83%) and the least popular is The County Globe (1%).

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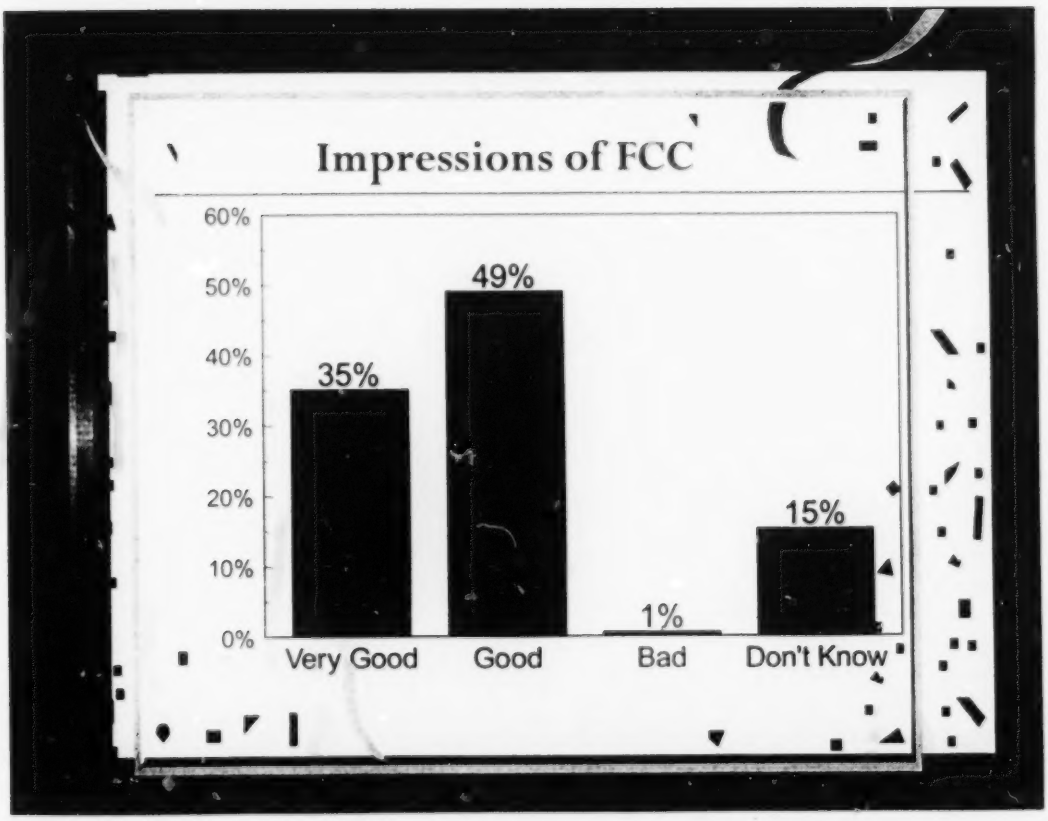
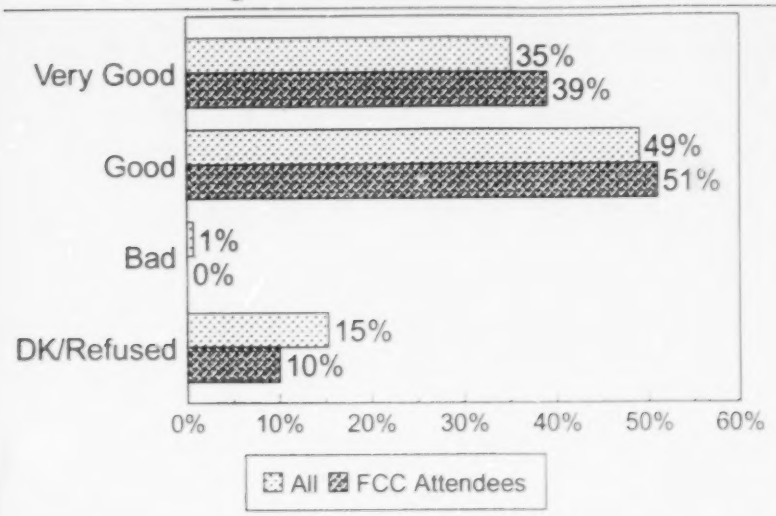
# Survey Responses from Frederick County Residents 18 to 59 Years of Age

## In this report...

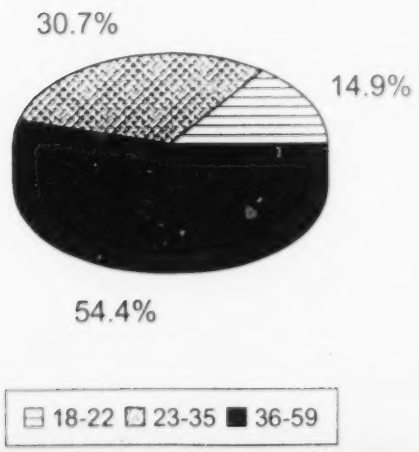
- Responses based on residents 18 to 59 years of age.
- Total Frederick County population (18 to 59 years old) based on 1995 MD Office of Planning projection was approximately 144,000.
- Total responses was 348.
- Confidence level is 95% with +/- 5% sampling error.



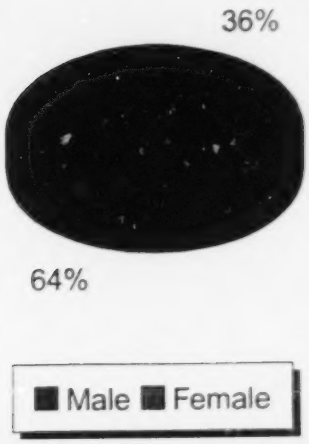
## Frederick County Residents' Impressions of FCC



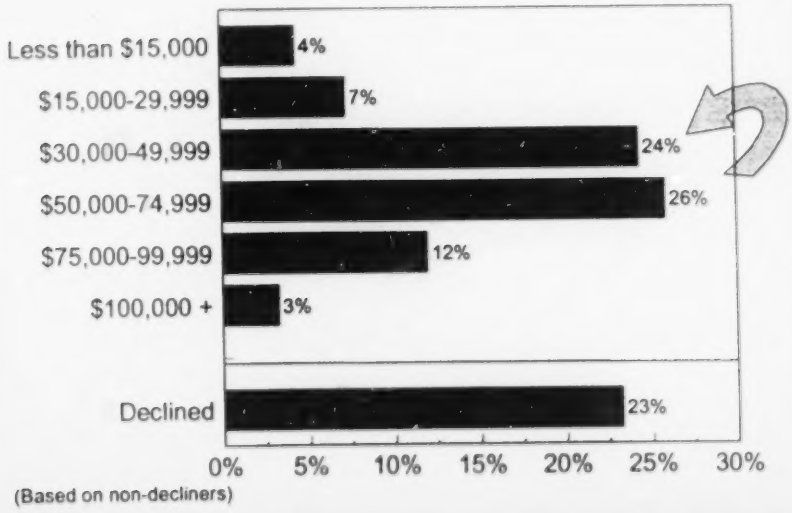

## Age of Respondents

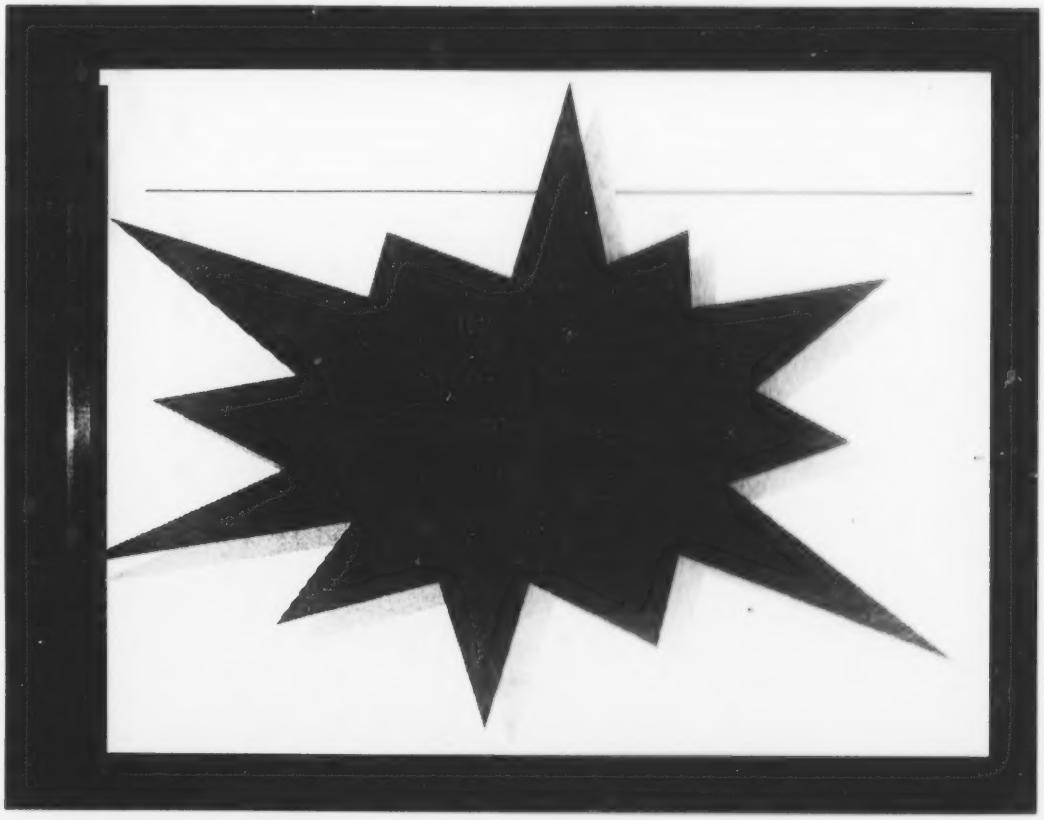


## Gender of Respondents

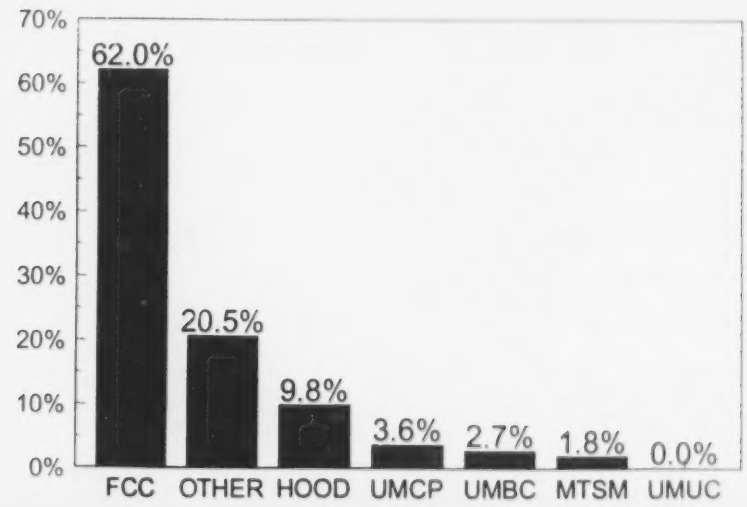



## Income of Respondents





## Where Attended?

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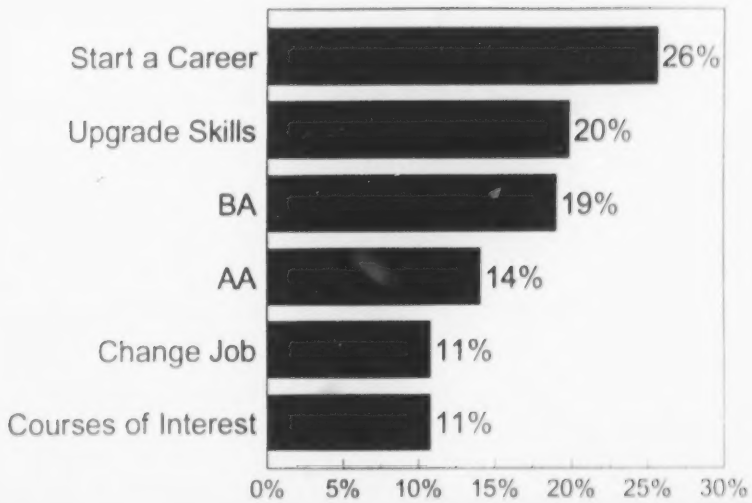
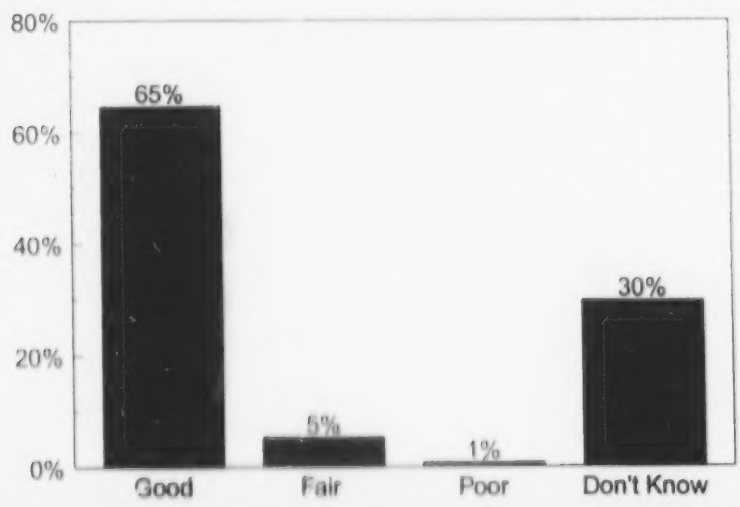
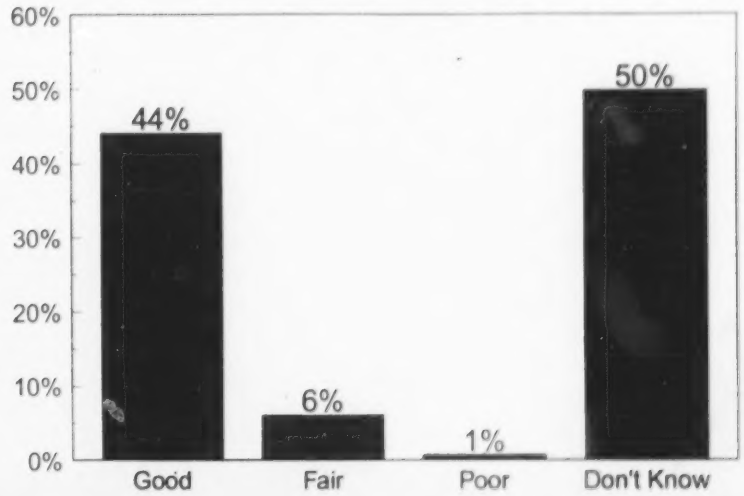
## Their reasons?



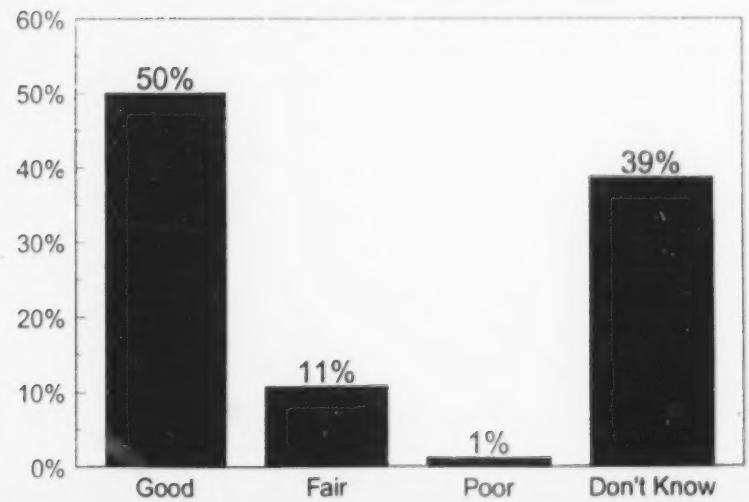

## How Do You Rate FCC Courses and Services Geared to Business and Industry?

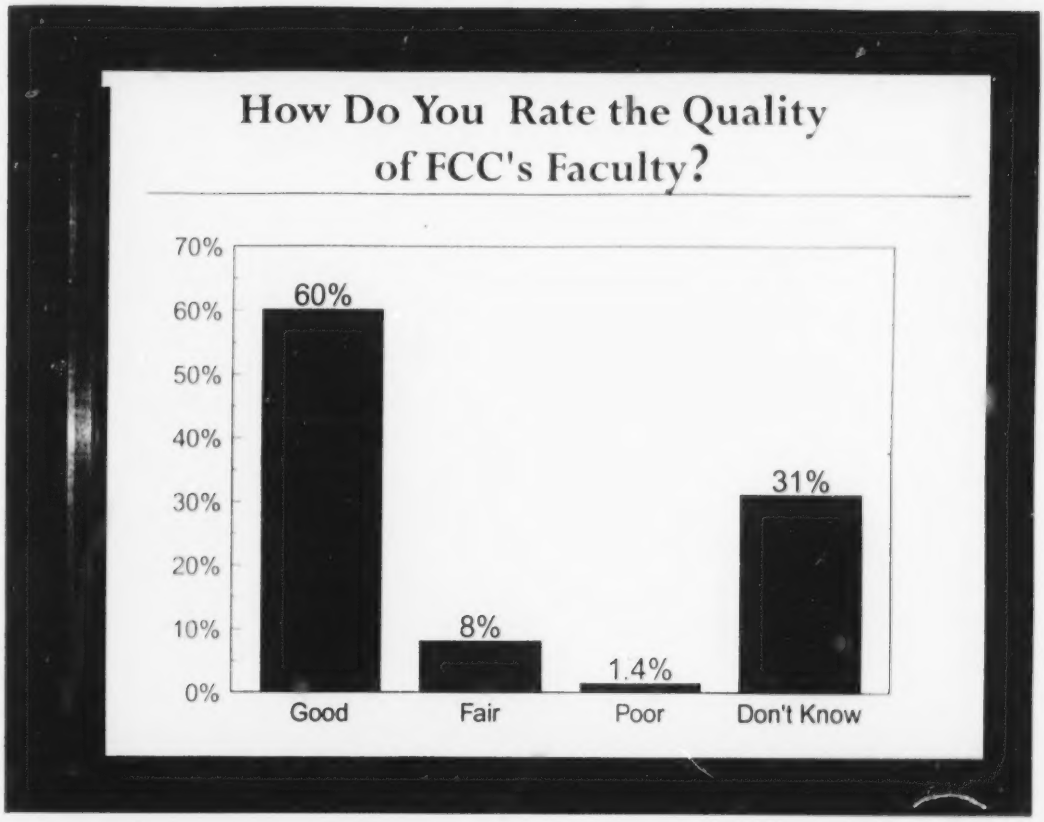


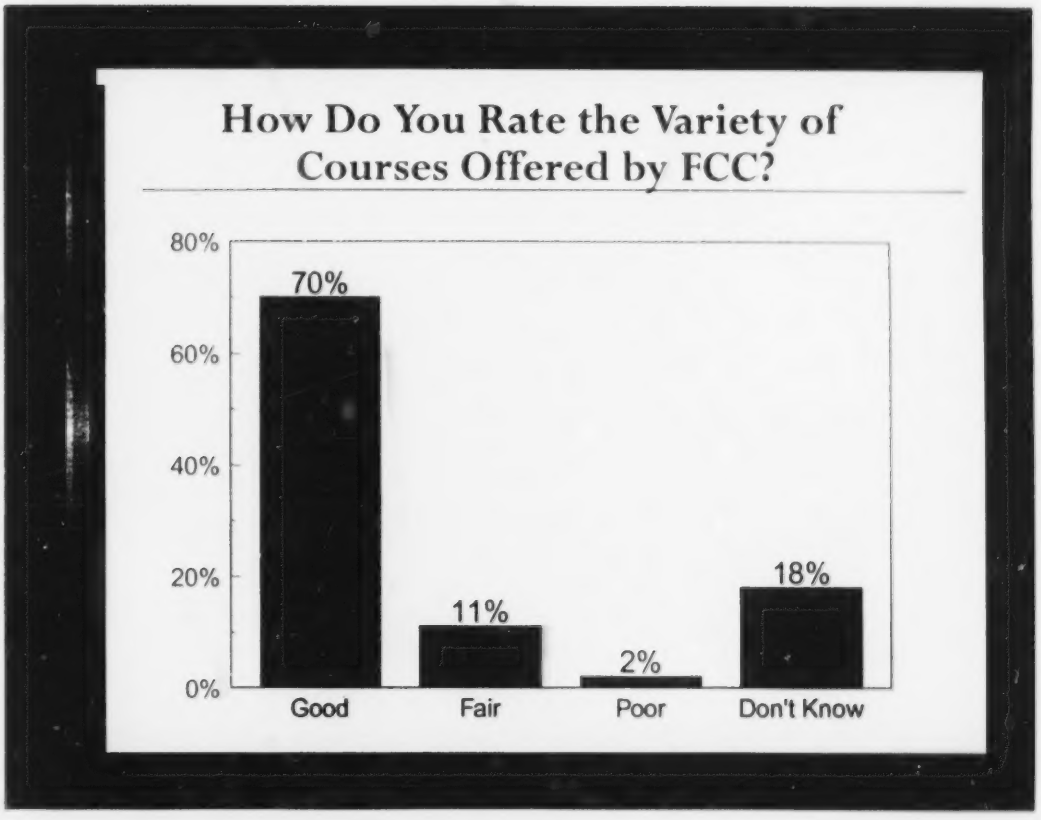
## How Do You Rate FCC's Programs For Young Children?



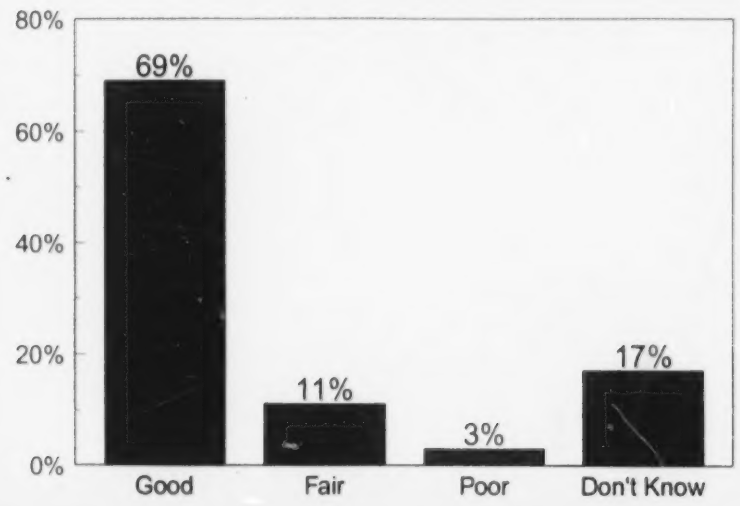

## How Do You Rate FCC's Music & Theater Performances?



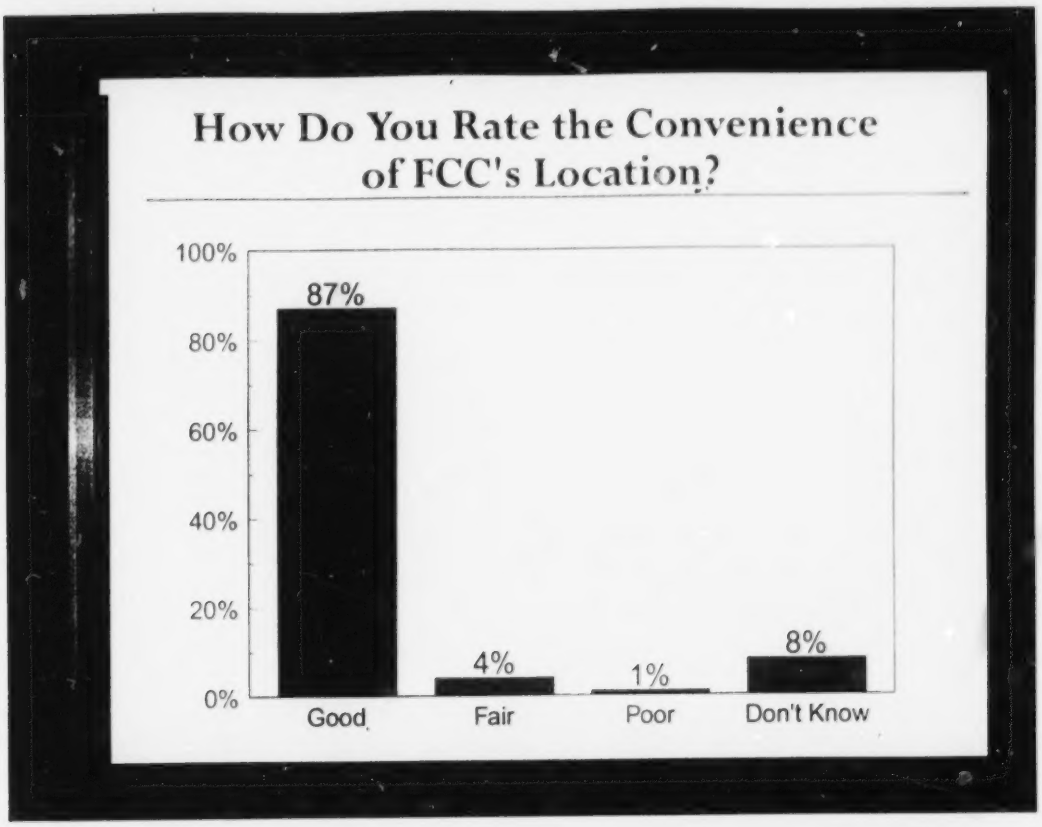

How Do You Rate the Quality of FCC's Faculty?
70%
60%
50%
40%
30%
20%
10%
0%
60%
8%
1.4%
31%
Good
Fair
Poor
Don't Know

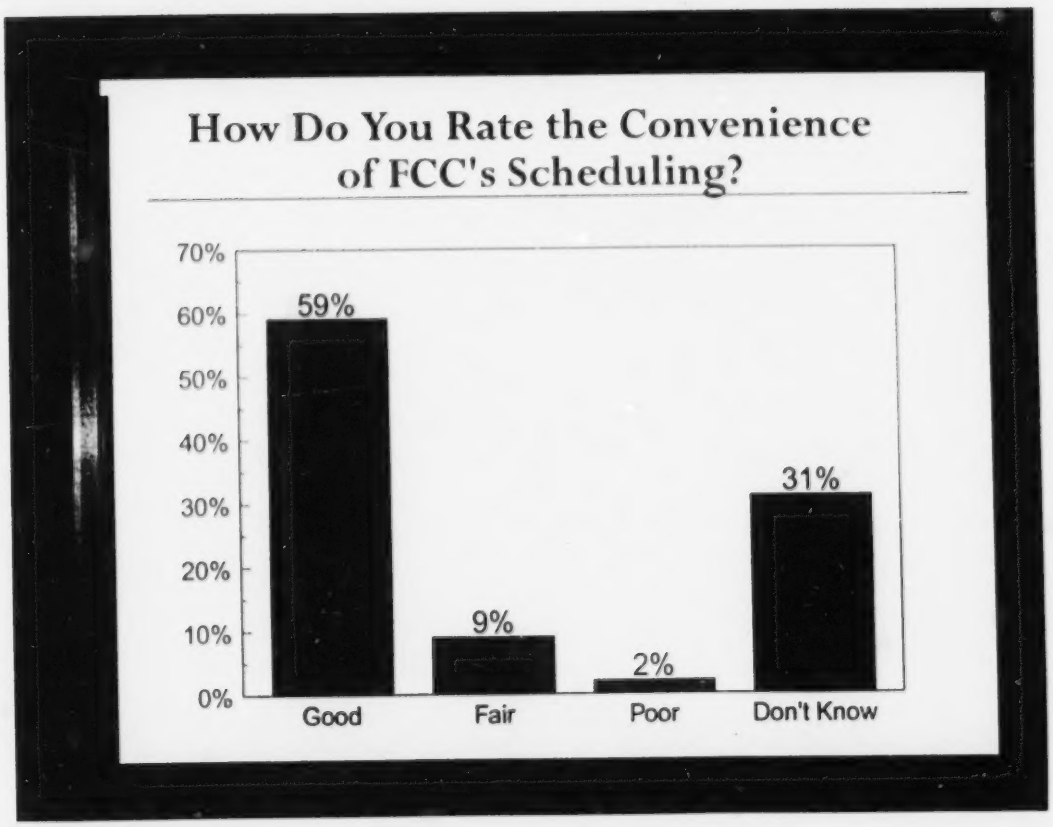

How Do You Rate the Variety of Courses Offered by FCC?
80%
60%
40%
20%
0%
70%
11%
2%
18%
Good
Fair
Poor
Don't Know

## How Do You Rate FCC's Affordability?

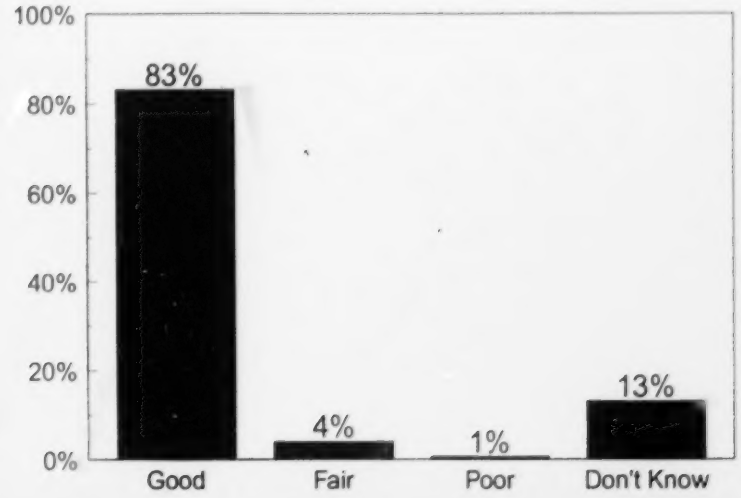


**Income level did not have any relationship to the affordability rating.**

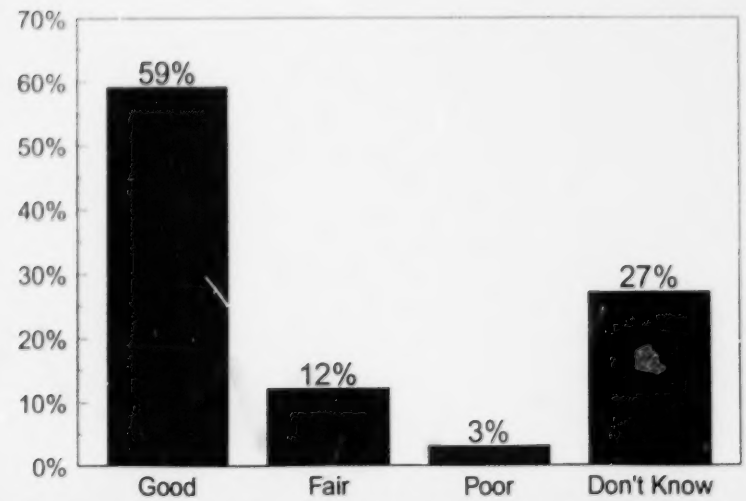

How Do You Rate the Convenience of FCC's Location?
100%
80%
60%
40%
20%
0%
87%
4%
1%
8%
Good
Fair
Poor
Don't Know


How Do You Rate the Convenience of FCC's Scheduling?
70%
60%
50%
40%
30%
20%
10%
0%
59%
9%
2%
31%
Good
Fair
Poor
Don't Know

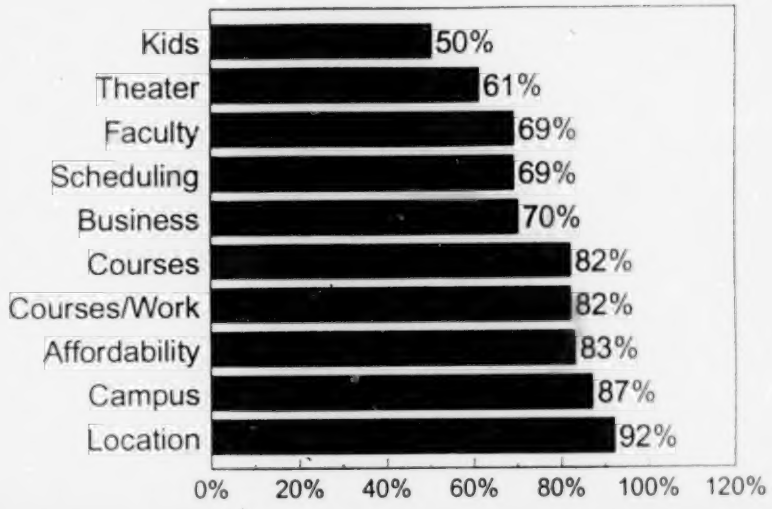
## How Do You Rate the Appearance of FCC's Campus and Buildings?



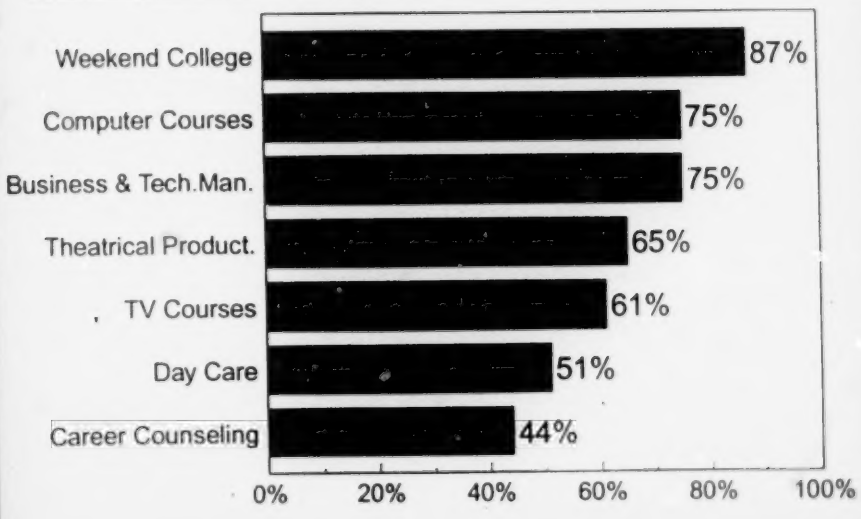

## How Do You Rate FCC's Courses As Relevant to the World of Work?



## Awareness Level of College Services and Offerings

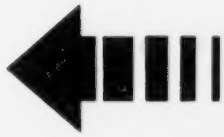



## Awareness of Availability of Offerings and Programs



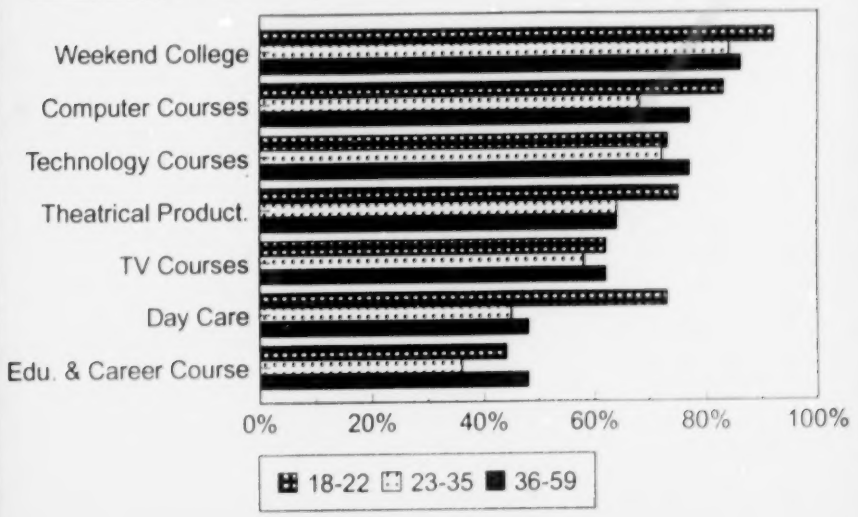
The order of awareness:

1. 18-22 years old
2. 36-59 years old
3. 23-35 years old



There was a strong relationship between age and the extent of knowledge about different services and programs offered by FCC.

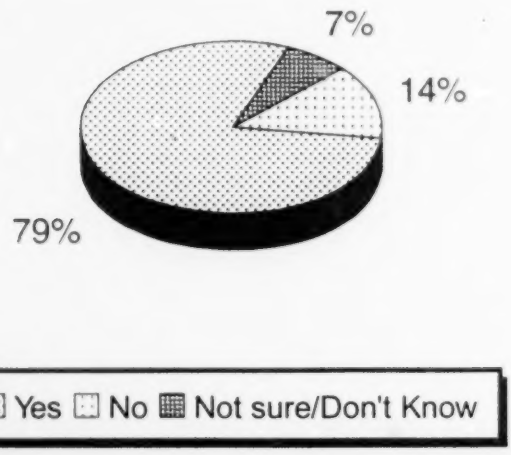
## Awareness of Availability of Offerings and Programs by Age




## Computer and Internet Access

- 73% of the respondents have a personal computer in their homes
- 46% have access to internet

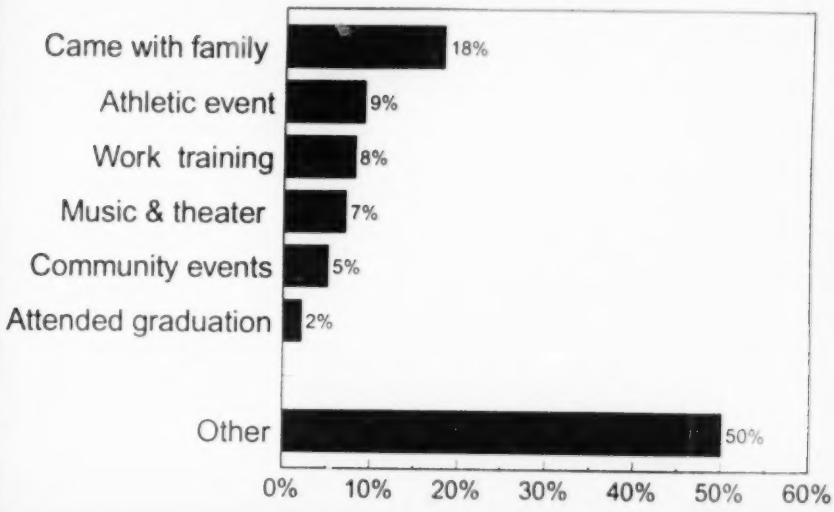
## Received FCC Course Schedule?



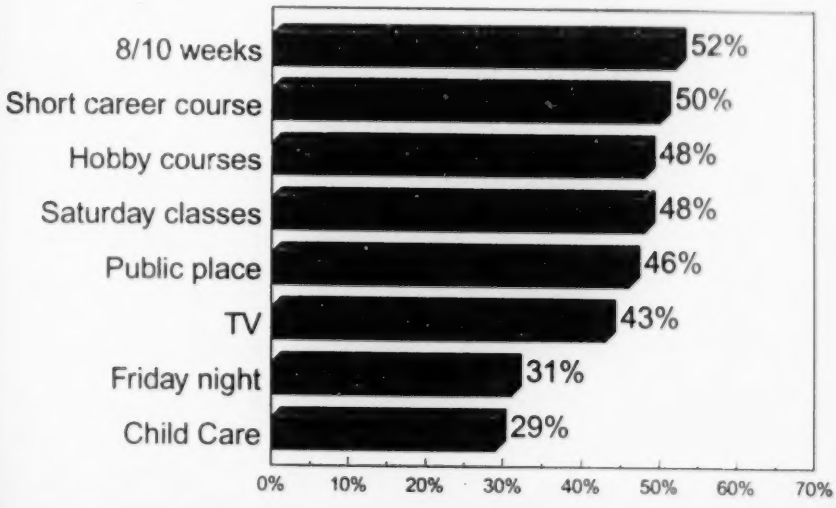

## Visited FCC

**58% of the respondents have visited FCC.**

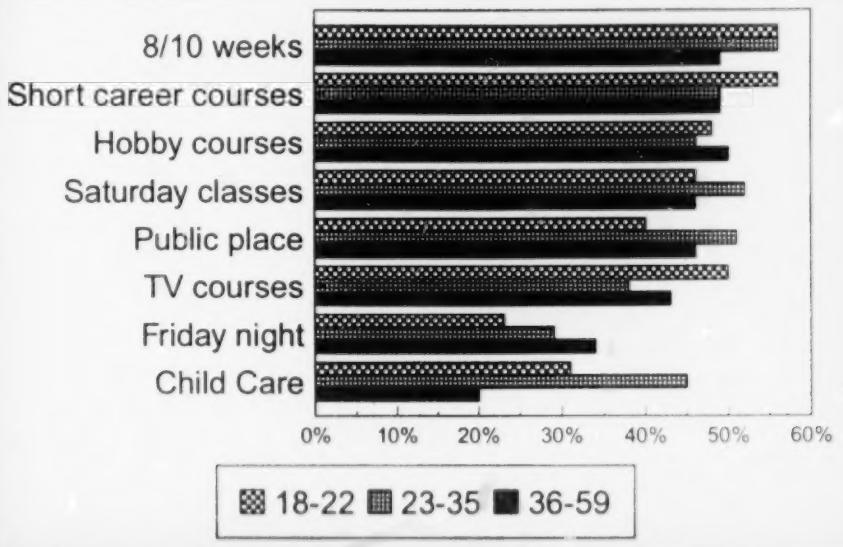
## What Brought Them To FCC?



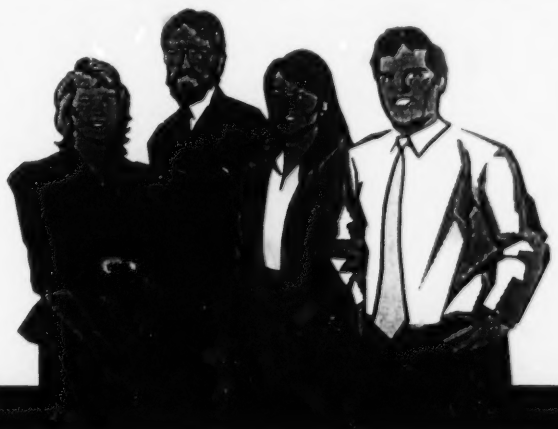

## What services/programs would have an effect on your decision to enroll?



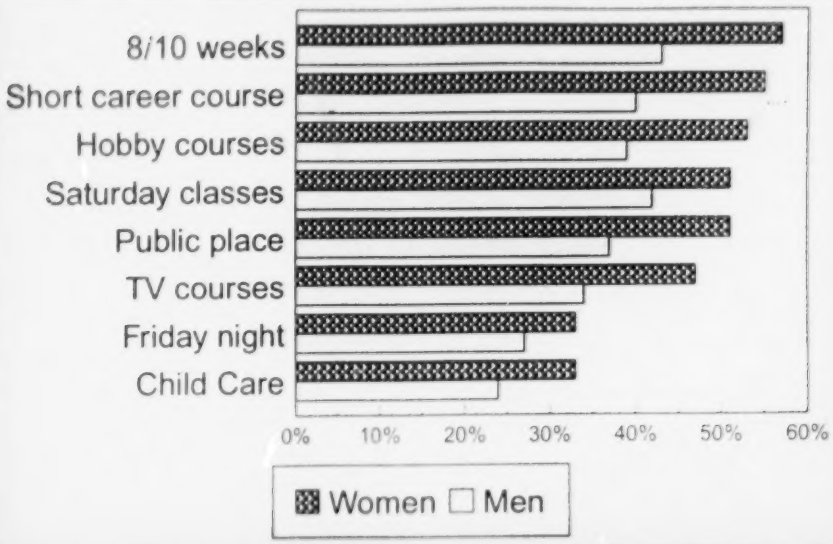
## What would have an effect on your decision to enroll (by age)?



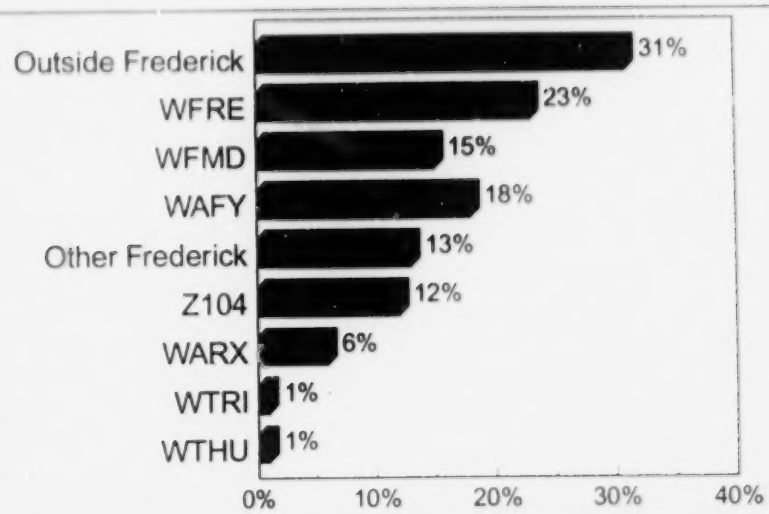

**Offering innovative educational and community services would have higher effect on women than men to attend FCC.**



## What would have an effect on your decision to enroll (by gender)?

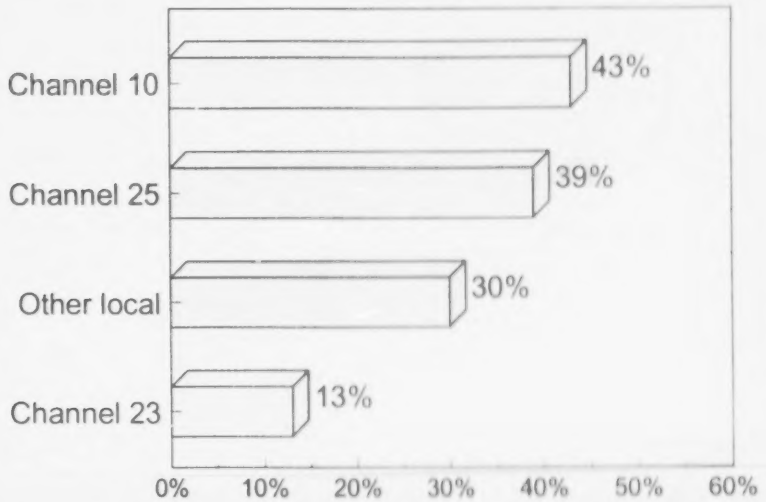



## To what radio station do you listen?*

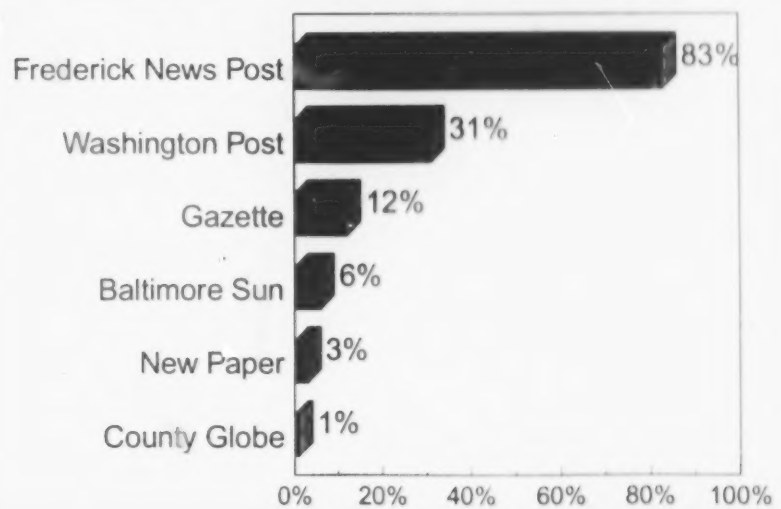



*Respondents may listen to more than one radio station.

## What local TV channels do you watch?




## What newspaper do you read?



# Survey Responses from Frederick County Residents by Age

## PERCEPTIONS SURVEY BY AGE

1. **Have you taken any college or non-credit courses in the last two years?**

| | 18-22 | 23-35 | 36-59 | 60+ |
|---|---|---|---|---|
| Yes | 50% | 39% | 20% | 6% |
| No | 50% | 61% | 79% | 92% |
| Don't Know | 0% | 0% | 1% | 2% |

2. **What was your reason for taking that course?**

| Number | 18-22 | 23-25 | 36-59 | 60+ |
|---|---|---|---|---|
| 33 | 36% | 39% | 18% | 6% |
| 13 | 8% | 38% | 54% | 0% |
| 24 | 17% | 50% | 33% | 0% |
| 18 | 33% | 39% | 22% | 6% |
| 24 | 33% | 33% | 29% | 4% |
| 14 | 21% | 21% | 43% | 7% |

- To gain skills for starting a career
- To gain skills for changing jobs
- To upgrade skills for your present job
- To work toward an associate's degree only
- To work toward a bachelor's degree
- Course of interest?

3. **At what institution did you take courses in the last two years?**

| Number | 18-22 | 23-35 | 36-59 | 60+ |
|---|---|---|---|---|
| 74 | 30% | 35% | 28% | 7% |
| 12 | 17% | 42% | 33% | 8% |
| 2 | 0% | 100% | 0% | 0% |
| 5 | 0% | 20% | 60% | 20% |
| 0 | 0% | 0% | 0 | 0 |
| 3 | 33% | 67% | 0% | 0% |
| 24 | 13% | 38% | 46% | 4% |

- Frederick Community College
- Hood College
- Mount Saint Mary's
- University of MD - College Park
- University College
- University of MD - Baltimore City
- Other

4. **Impressions of FCC compared to other community colleges in the Baltimore/Washington area.**

| | 18-22 | 23-35 | 36-59 | 60+ |
|---|---|---|---|---|
| Very Good | 25% | 30% | 41% | 48% |
| Good | 62% | 52% | 44% | 34% |
| Bad | 0% | 1% | 1% | 0% |
| Don't Know | 14% | 17% | 15% | 18% |

5. **How do you rate:**

| | 18-22 | 23-35 | 36-59 | 60+ |
|---|---|---|---|---|
| Good | 73% | 63% | 64% | 66% |
| Fair | 6% | 1% | 7% | 4% |
| Poor | 2% | 0% | 1% | 2% |
| Don't Know | 19% | 36% | 29% | 28% |

**Courses and services geared to business and industry.**

| | | | | |
|---|---|---|---|---|
| Good | 71% | 42% | 37% | 42% |
| Fair | 6% | 6% | 6% | 8% |
| Poor | 0% | 1% | 1% | 3% |
| Don't Know | 23% | 51% | 56% | 47% |

**Programs for young children such as Kids On Kampus and sports camp.**

| | | | | |
|---|---|---|---|---|
| Good | 60% | 50% | 47% | 68% |
| Fair | 17% | 12% | 8% | 5% |
| Poor | 2% | 1% | 1% | 2% |
| Don't Know | 21% | 37% | 44% | 25% |

**Music and theater performances**

| | | | | |
|---|---|---|---|---|
| Good | 71% | 47% | 64% | 54% |
| Fair | 12% | 11% | 5% | 5% |
| Poor | 2% | 0% | 2% | 1% |
| Don't Know | 15% | 42% | 29% | 39% |

**Quality of faculty**

| | | | | |
|---|---|---|---|---|
| **Variety of courses offered** | | | | |
| Good | 83% | 57% | 73% | 62% |
| Fair | 10% | 11% | 11% | 9% |
| Poor | 0% | 2% | 2% | 3% |
| Don't Know | 8% | 30% | 14% | 27% |
| **Affordability** | | | | |
| Good | 77% | 63% | 71% | 61% |
| Fair | 10% | 11% | 11% | 9% |
| Poor | 4% | 4% | 2% | 2% |
| Don't Know | 10% | 22% | 17% | 29% |
| **Convenient Location** | | | | |
| Good | 90% | 84% | 88% | 76% |
| Fair | 6% | 5% | 3% | 6% |
| Poor | 0% | 1% | 1% | 2% |
| Don't Know | 4% | 10% | 8% | 16% |
| **Convenient scheduling** | | | | |
| Good | 67% | 51% | 61% | 51% |
| Fair | 10% | 9% | 9% | 12% |
| Poor | 2% | 2% | 2% | 1% |
| Don't Know | 21% | 38% | 29% | 36% |
| **Appearance of campus and buildings** | | | | |
| Good | 88% | 74% | 86% | 72% |
| Fair | 8% | 5% | 2% | 4% |
| Poor | 0% | 1% | 1% | 1% |
| Don't Know | 4% | 21% | 12% | 22% |
| **Courses relevant to work** | | | | |
| Good | 71% | 47% | 63% | 52% |
| Fair | 14% | 13% | 10% | 2% |
| Poor | 2% | 4% | 2% | 2% |
| Don't Know | 14% | 36% | 25% | 44% |

| | 18-22 | 23-35 | 36-59 | 60+ |
|---|---|---|---|---|
| **6. Are you aware of the following services and programs offfered:** | | | | |
| **Free educational and career counseling** | 44% | 36% | 48% | 34% |
| **Theatrical productions and concerts** | 75% | 64% | 64% | 71% |
| **Courses geared to all levels of computer skills** | 83% | 68% | 77% | 64% |
| **Courses offered on your television** | 62% | 58% | 62% | 33% |
| **Weekend and evening courses** | 92% | 84% | 86% | 72% |
| **Courses for business skills such as technology management** | 73% | 72% | 77% | 63% |
| **Child care facility** | 73% | 45% | 48% | 37% |
| **7. I have a personal computer in my home.** | 75% | 75% | 72% | 38% |
| **8. I have access to Internet.** | 42% | 54% | 42% | 22% |
| **9. Have you ever visited FCC campus?** | 46% | 44% | 68% | 57% |
| **10. What brought you to FCC:** | | | | |
| **Music and theater events** | 12% | 6% | 7% | 28% |
| **Work related training** | 0% | 13% | 8% | 4% |
| **Community events** | 8% | 6% | 4% | 6% |
| **Athletic event** | 16% | 10% | 7% | 2% |
| **Attended graduation** | 0% | 4% | 2% | 0% |
| **Came with family member or friend** | 16% | 17% | 20% | 21% |
| **Other** | 48% | 44% | 53% | 38% |
| **11. Received a FCC schedule in the mail** | 57% | 77% | 85% | 76% |

30

| | 18-22 | 23-35 | 36-59 | 60+ |
|---|---|---|---|---|
| **12. Would any of the following effect your decision to enroll:** | | | | |
| Friday night classes | 23% | 29% | 34% | 12% |
| Saturday classes | 46% | 52% | 46% | 19% |
| Full-credit course lasting 8 or 10 weeks instead of 15 | 56% | 56% | 49% | 25% |
| Availability of child care | 31% | 45% | 20% | 16% |
| Courses on television in your home | 50% | 38% | 43% | 33% |
| Courses taught at a public place close to your home | 40% | 51% | 46% | 31% |
| Short term career courses | 56% | 49% | 49% | 21% |
| Short term personal enrichment and hobby courses | 48% | 46% | 50% | 25% |
| **13. To what radio station do you listen?** | | | | |
| WAFY | 10% | 16% | 22% | 8% |
| WFMD | 6% | 13% | 19% | 38% |
| WFRE | 14% | 24% | 24% | 26% |
| WARX | 8% | 7% | 5% | 6% |
| WTRI | 2% | 1% | 1% | 1% |
| Z104 | 19% | 14% | 9% | 8% |
| WTHU | 0% | 1% | 2% | 1% |
| Other stations in Frederick | 14% | 13% | 13% | 13% |
| Other stations outside Frederick | 44% | 36% | 25% | 22% |
| **14. What local TV channels do you watch?** | | | | |
| Channel 10 (Cable) | 44% | 43% | 42% | 44% |
| Channel 25 | 31% | 43% | 38% | 33% |
| Channel 23 (College of the Air) | 19% | 13% | 12% | 11% |
| Other channels | 25% | 24% | 35% | 33% |
| **15. What newspaper do you read?** | | | | |
| Frederick News Post | 89% | 71% | 87% | 82% |
| The Baltimore Sun | 6% | 7% | 6% | 10% |
| The County Globe | 2% | 2% | 1% | 1% |
| The New Paper | 4% | 4% | 3% | 1% |
| Washington Post | 25% | 33% | 32% | 32% |
| Gazette | 12% | 14% | 10% | 2% |

# Survey Responses from Frederick County Residents by Gender

## PERCEPTIONS SURVEY BY GENDER

18-59 Years of Age

1. **Have you taken any college or non-credit courses in the last two years?**

| | Women | Men |
|---|---|---|
| Yes | 30% | 30% |
| No | 69% | 70% |
| Don't Know | 1% | |

2. **What was your reason for taking that course?**

| | Women | Men |
|---|---|---|
| To gain skills for starting a career | 11% | 6% |
| To gain skills for changing jobs | 4% | 4% |
| To upgrade skills for your present job | 6% | 8% |
| To work toward an associate's degree only | 4% | 7% |
| To work toward a bachelor's degree | 7% | 6% |
| Course of interest? | 4% | 3% |
| Don't know /declined | 1% | 1% |

3. **At what institution did you take courses in the last two years?**

| | Women | Men |
|---|---|---|
| Frederick Community College | 20% | 20% |
| Hood College | 4% | 2% |
| Mount Saint Mary's | 1% | 1% |
| University of MD - College Park | 1% | 2% |
| University College | | |
| University of MD - Baltimore City | 1% | |
| Other | 6% | 8% |

4. **Impressions of FCC compared to other community colleges in the Baltimore/Washington area.**

| | Women | Men |
|---|---|---|
| Very Good | 38% | 30% |
| Good | 48% | 52% |
| Bad | 1% | 1% |
| Don't Know | 14% | 18% |

5. **How do you rate:**

**Courses and services geared to business and industry.**

| | Women | Men |
|---|---|---|
| Good | 65% | 64% |
| Fair | 5% | 5% |
| Poor | 1% | 1% |
| Don't Know | 29% | 30% |

**Programs for young children such as Kids On Kampus and sports camp.**

| | | |
|---|---|---|
| Good | 45% | 42% |
| Fair | 6% | 7% |
| Poor | 0% | 2% |
| Don't Know | 49% | 50% |

**Music and theater performances**

| | | |
|---|---|---|
| Good | 52% | 45% |
| Fair | 8% | 16% |
| Poor | 1% | 3% |
| Don't Know | 40% | 36% |

**Quality of faculty**

| | | |
|---|---|---|
| Good | 63% | 54% |
| Fair | 5% | 12% |
| Poor | 2% | 1% |
| Don't Know | 29% | 33% |

| | | | |
|---|---|---|---|
| Variety of courses offered | Good | 74% | 63% |
| | Fair | 11% | 11% |
| | Poor | 0% | 4% |
| | Don't Know | 16% | 22% |
| Affordability | Good | 73% | 63% |
| | Fair | 10% | 12% |
| | Poor | 3% | 2% |
| | Don't Know | 14% | 23% |
| Convenient Location | Good | 89% | 84% |
| | Fair | 4% | 5% |
| | Poor | 1% | 2% |
| | Don't Know | 7% | 10% |
| Convenient scheduling | Good | 59% | 59% |
| | Fair | 11% | 7% |
| | Poor | 2% | 2% |
| | Don't Know | 28% | 33% |
| Appearance of campus and buildings | Good | 83% | 81% |
| | Fair | 4% | 3% |
| | Poor | 0% | 2% |
| | Don't Know | 13% | 15% |
| Courses relevant to work | Good | 62% | 54% |
| | Fair | 10% | 15% |
| | Poor | 2% | 4% |
| | Don't Know | 26% | 27% |

| | WOMEN | MEN |
|---|---|---|
| **6. Are you aware of the following services and programs offfered:** | | |
| **Free educational and career counseling** | 46% | 41% |
| **Theatrical productions and concerts** | 70% | 56% |
| **Courses geared to all levels of computer skills** | 78% | 71% |
| **Courses offered on your television** | 67% | 51% |
| **Weekend and evening courses** | 89% | 82% |
| **Courses for business skills such as technology management** | 78% | 70% |
| **Child care facility** | 55% | 43% |
| **7. I have a personal computer in my home.** | 74% | 71% |
| **8. I have access to Internet.** | 45% | 49% |
| **9. Have you ever visited FCC campus?** | 58% | 56% |
| **10. What brought you to FCC:** | | |
| **Music and theater events** | 7% | 7% |
| **Work related training** | 9% | 7% |
| **Community events** | 4% | 6% |
| **Athletic event** | 7% | 12% |
| **Attended graduation** | 2% | 3% |
| **Came with family member or friend** | 21% | 15% |
| Other | 50% | 50% |
| **11. Received a FCC schedule in the mail** | 83% | 71% |

| | WOMEN | MEN |
|---|---|---|
| **12. Would any of the following effect your decision to enroll:** | | |
| Friday night classes | 33% | 27% |
| Saturday classes | 51% | 42% |
| Full-credit course lasting 8 or 10 weeks instead of 15 | 57% | 43% |
| Availability of child care | 33% | 24% |
| Courses on television in your home | 47% | 34% |
| Courses taught at a public place close to your home | 51% | 37% |
| Short term career courses | 55% | 40% |
| Short term personal enrichment and hobby courses | 53% | 39% |
| **13. To what radio station do you listen?** | | |
| WAFY | 19% | 16% |
| WFMD | 14% | 16% |
| WFRE | 23% | 23% |
| WARX | 6% | 6% |
| WTRI | 2% | 0% |
| Z104 | 11% | 13% |
| WTHU | 1% | 2% |
| Other stations in Frederick | 14% | 12% |
| Other stations outside Frederick | 28% | 38% |
| **14. What local TV channels do you watch?** | | |
| Channel 10 (Cable) | 40% | 48% |
| Channel 25 | 36% | 43% |
| Channel 23 (College of the Air) | 10% | 18% |
| Other channels | 32% | 26% |
| **15. What newspaper do you read?** | | |
| Frederick News Post | 85% | 79% |
| The Baltimore Sun | 5% | 7% |
| The County Globe | 1% | 1% |
| The New Paper | 4% | 3% |
| Washington Post | 32% | 29% |
| Gazette | 14% | 7% |

# Survey Responses from Frederick County Residents 60 Years and Over

# Summary and Implications
## Respondents 60 Years of Age and Older

Individuals 60 years of age and older make up approximately 12% of the total population of Frederick County but only 2% of the student population at FCC.

1. While approximately 2.5% - 3 % of the total county population is enrolled in credit courses at FCC in any given year, only four-tenths of one percent of the population over 60 is enrolled.

2. Of seniors who **do** attend college, though, nearly all attend FCC.

3. Even though very few seniors have ever taken a class at FCC, over 80% rate our reputation as good or very good.

4. Seniors are most impressed (in order) by FCC's: convenient location, attractive campus, music and theater performances, courses geared to business and industry, and the variety of courses offered. They have the least knowledge of our programs for young children (including child care), the relevance of our curriculum to the world of work, College of the Air, career and educational counseling, and the quality of our faculty (which is logical since so few have ever attended).

5. Compared to other age groups, seniors have the least access to computers or the Internet.

6. Even though a small percentage has ever taken a class at FCC, over half have visited the campus for one reason or another. Most who have visited the campus accompanied a friend or family member to attend a musical or theatrical production or attend graduation.

7. Although few seniors expressed awareness of College of the Air, a substantial number indicated that "courses on your television" would have a positive effect on their enrollment. Seniors also indicated that having courses taught at public locations closer to their homes for terms shorter than 15 weeks would also have a positive effect. Personal enrichment or hobby courses were cited by one-fourth of the respondents as having a positive effect on their potential enrollment.

8. More than one-half of seniors listen to radio stations WFMD or WFRE. Nearly one-half tune into Cable Channel 10 and over 80% read the Frederick News Post.

**Responses suggest the following implications:**

1. Seniors may represent the largest potential untapped student market segment for higher education in Frederick County.

2. Seniors have very positive perceptions about FCC. Promotional messages may not need to emphasize the traditional institutional strengths. These strengths (cost, convenience, quality) are **already** presumed by this segment to be present. Emphases may be better targeted to specific **needs**, **opportunities, and services.**

3. There may be benefit in piloting special TV programming and off-campus courses for seniors.

4. Promotional messages for seniors should be broadcast on WFMD, WFRE, and advertised in the Frederick News Post.

3. Seniors express interests in courses related to personal enrichment.

# Community Perceptions Survey
## Respondents 60 years of age and older

While Frederick county residents 60 years of age and older constitute approximately 12% of the total population, they represented 21% of the respondents to the Community Perceptions Survey. Because of this disparity and the disproportionate weight their responses would cause in the overall analysis of the results, the responses of all respondents 60 years of age and older have been disaggregated from the total and reported separately. In some cases, largely in part because of the low participation rate, responses are not sufficient to be statistically significant.

Respondent ages have been grouped into four categories:

18-22
23-35
36-59
60 or older

**1. Have you taken any college or non-credit courses in the last two years?**

| | 60+ | Under 60 |
|---|---|---|
| Yes | 6.3% | 30.2% |
| No | 91.6% | 69.1% |
| Don't Know | 2.1% | 0.7% |

**2. For the 6.3% who had taken any college course(s) over the past two years, their reasons were as follows:**

| | Percent |
|---|---|
| To gain skills for starting a career | 2.1% |
| To gain skills for changing jobs | 0.0% |
| To upgrade skills for your present job | 0.0% |
| To work toward an associate's degree | 1.1% |
| To work toward a bachelor's degree | 1.1% |
| Course of interest | 1.1% |
| No reason given | 0.9% |

**3. For the 6.3% who have taken any college course(s) over the past two years, where did they take this course?**

| | Percent |
|---|---|
| Frederick Community College | 5.3% |
| Hood College | 1.1% |
| Mount Saint Mary's | 0.0% |
| University of MD - College Park | 1.1% |
| University College | 0.0% |
| University of MD - Baltimore City | 0.0% |
| Other | 1.1% |

**4. Regardless of whether you have ever taken a class at FCC, compared to the other community colleges in the Baltimore/ Washington area, how would you rate FCC's reputation?**

| | Percent |
|---|---|
| Good | 81.8% |
| Bad | 0.0% |
| Very Bad | 0.0% |

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5. **Regardless of whether you have ever taken a class at FCC, how would you rate the following FCC programs and activities?**

**Courses and services geared to business and industry.**

| | Percent |
|---|---|
| Good | 65.6% |
| Fair | 4.3% |
| Poor | 2.2% |
| Don't Know | 28.0% |

**Programs for young children such as Kids On Kampus and sports camp.**

| | |
|---|---|
| Good | 42.0% |
| Fair | 7.5% |
| Poor | 3.2% |
| Don't Know | 47.3% |

**Music and theater performances**

| | |
|---|---|
| Good | 68.0% |
| Fair | 5.3% |
| Poor | 2.1% |
| Don't Know | 24.5% |

**Quality of faculty**

| | |
|---|---|
| Good | 54.3% |
| Fair | 5.3% |
| Poor | 1.1% |
| Don't Know | 39.4% |

**Variety of courses offered**

| | |
|---|---|
| Good | 61.7% |
| Fair | 8.5% |
| Poor | 3.2% |
| Don't Know | 26.6% |

**Affordability**

| | |
|---|---|
| Good | 60.6% |
| Fair | 8.5% |
| Poor | 2.1% |
| Don't Know | 28.7% |

**Convenient Location**

| | |
|---|---|
| Good | 75.5% |
| Fair | 6.4% |
| Poor | 2.1% |
| Don't Know | 16.0% |

**Convenient scheduling**

| | |
|---|---|
| Good | 51.0% |
| Fair | 11.7% |
| Poor | 1.1% |
| Don't Know | 36.2% |

**Appearance of campus and buildings**

| | |
|---|---|
| Good | 72.3% |
| Fair | 4.3% |
| Poor | 1.1% |
| Don't Know | 22.3% |

**Courses relevant to world of work**

| | |
|---|---|
| Good | 52.2% |
| Fair | 2.2% |
| Poor | 2.2% |
| Don't Know | 43.5% |

6. **Are you aware of the following services and programs available through FCC?**

| | Yes | No |
|---|---|---|
| Free educational and career counseling | 33.7% | 65.5% |
| Theatrical productions and concerts | 70.7% | 28.4% |
| Courses geared to all levels of computer skills | 64.2% | 34.7% |
| Courses offered on your television | 32.6% | 65.3% |
| Weekend and evening courses | 71.6% | 27.4% |
| Courses for business skills such as technology management | 63.2% | 34.7% |
| Child care facility | 36.8% | 62.1% |

| | | |
|---|---|---|
| 7. Do you have a personal computer in your home? | 37.9% | 62.1% |
| 8. Do you have access to Internet? | 22.1% | 76.8% |

9. **Have you ever visited FCC campus?**

| | |
|---|---|
| Yes | 56.8% |
| No | 22.1% |
| Don't Know | 21.1% |

10. **What brought you to FCC?**

| | Percent |
|---|---|
| Music and theater events | 27.7% |
| Work related training | 4.3% |
| Community events | 6.4% |
| Athletic event | 2.1% |
| Attended graduation | 0.0% |
| Came with family member or friend | 21.3% |
| Other | 38.3% |

11. **Has your household ever received the FCC schedule in the mail?**

| | |
|---|---|
| Yes | 76.0% |
| No | 13.3% |
| Not Sure | 5.3% |
| Don't Know | 5.3% |

12. **How big an effect on your decision to enroll would the following educational and community services be if they were available to you?**

| | Effect | No effect |
|---|---|---|
| Friday night classes | 11.6% | 88.4% |
| Saturday classes | 18.9% | 81.1% |
| Full-credit course lasting 8 or 10 weeks instead of 15 | 25.3% | 74.7% |
| Availability of child care | 15.8% | 84.2% |
| Courses on television in your home | 32.6% | 67.4% |
| Courses taught at a public place close to your home | 30.5% | 69.5% |
| Short term career courses | 21.1% | 78.9% |
| Short term personal enrichment and hobby courses | 25.3% | 73.7% |

13. **To what radio station do you listen?**

| | Percent |
|---|---|
| WAFY | 8.5% |
| WFMD | 37.9% |
| WFRE | 26.3% |
| WARX | 6.3% |
| WTRI | 1.1% |
| Z104 | 8.4% |
| WTHU | 1.1% |
| Other stations in Frederick | 12.6% |
| Other stations outside Frederick | 22.1% |

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| 14. What local TV channels do you watch? | Percent |
|---|---|
| Channel 10 (Cable) | 44.2% |
| Channel 25 | 32.6% |
| Channel 23 (College of the Air) | 10.5% |
| Other channels | 32.6% |

| 15. What newspaper do you read? | Percent |
|---|---|
| Frederick News Post | 82.1% |
| The Baltimore Sun | 9.5% |
| The County Globe | 1.1% |
| The New Paper | 1.1% |
| Washington Post | 31.6% |
| Gazette | 2.1% |

# Appendix

## Community Perceptions Survey
**ASKED OF ALL RESPONDENTS**

Phone #: _____

Case #: _____

1. First, have you taken any college courses or other non-credit courses in the last two years?

1. Yes (Go to Q.2)
2. No (Go to Q.4)
3. Don't remember

2. What was your reason for taking that course?

Yes No

1. To gain skills for starting a career
2. To gain skills for changing jobs
3. To upgrade skills for your present job
4. To work toward an associate's degree only
5. To work toward a bachelor's degree
6. Course of interest?(Prompt for specification)
7. Don't know/Refused

3. At what college/university did you take this course or most of your courses in the last two years? (Verbatim)

Yes No

Frederick Community College (Go to Q.5)
Hood College (Go to Q.4)
Mt. St. Mary's (Go to Q.4)
University of MD/College Park (Go to Q.4)
University College (Go to Q.4)
University of MD/Baltimore (Go to Q.4)
Other

4. How could FCC improve its chance of you choosing it? (Verbatim)

5. We would like to get people's impressions of Frederick Community College. Compared to other community colleges in the Baltimore/Washington area, would you say that FCC has a reputation of. . . ?

Very Good
Good
Bad or
Very Bad
DK/Refused (Don't read this)

Regardless of whether you ever attended FCC, I'd like you to think about what you know or feel about FCC. I am going to read programs and activities to you. For each please indicate if you rate this as good, fair, poor or if you don't have any opinion choose don't know:

| | Good | Fair | Poor | DK/NA |
|---|---|---|---|---|
| 6. Courses & services geared to business & industry | | | | |
| 7. Programs for young children such as Kids on Kampus & sports camps | | | | |
| 8. Music & theater performances | | | | |
| 9. Quality of faculty | | | | |
| 10. Variety of courses offered | | | | |
| 11. Affordability | | | | |
| 12. Convenient location | | | | |
| 13. Convenient scheduling | | | | |
| 14. Appearance of campus & bldgs. | | | | |
| 15. Courses relevant to work | | | | |

I'm going to read you a list of some of the services and programs, and I'd like you to tell me whether you are aware that these offerings are available through FCC. Just answer "yes" or "no." Are you aware that FCC offers. . .?

Yes No

16. Free educational and career counseling for Frederick County residents
17. Theatrical production and concerts
18. Courses geared to all levels of computer skills
19. Courses offered on your television
20. Weekend and evening courses.
21. Courses for business skills, including courses in technology management
22. Child care facility

23. If you could suggest to FCC one thing they could do to change or improve the college, its programs, or facilities, what would you suggest?

24. Do you have a personal computer in your home?

Yes
No

25. Do you have access to Internet?

Yes
No

## NON-ENROLLEE AT FCC

27. Have you ever visited FCC campus?
    Yes
    No

28. What brought you to FCC? (Verbatim)
    Music & theater events
    Work related training
    Community events
    Athletic event
    Attended graduation
    Came with family member or friend
    Other

29. Has your household ever received a FCC course schedule in the mail?
    Yes
    No
    Not sure
    Don't know

**Many colleges are now offering some innovative educational and community services to make schooling possible for more people. If one or more of these were available to you, how big an effect would it have on your decision to enroll in a course or degree program at FCC?**

**Let's start with (COURSE OFFERED ON FRIDAY NIGHT). If that were available to you, would you say it would have an effect on your decision to enroll? (PROCEED WITH EACH ITEM ON LIST.)**

No Effect
Effect

30. Friday night
31. Saturday classes
32. A full-credit course lasting 8 or 10 weeks instead of the usual 15
33. Availability of child care
34. Courses on your television at home
35. Courses taught at a public place close to your home
36. Short term career courses
37. Short term personal enrichment and hobby courses

## ALL RESPONDENTS

38. To what radio station do you listen? (Verbatim)

Yes No
WAFY (KEY 103)
WFMD (AM 930)
WFRE (FM 99.9)
WARX (FM 106.9)
WTRI (AM 15.20)
Z104 (AM 14.50)
WTHU
Other stations in Frederick(specify & mark bubble)
Other stations outside Frederick (as above)

39. What local TV channels do you watch?

Yes No
Frederick Cable vision (Ch.10)
WHAG-TV (Ch. 25)
FCC Ch. 23/ College of the Air
Other local channels (specify and mark bubble)

40. What newspaper do you read? (Verbatim)

Yes No
Frederick News Post
The Baltimore Sun
The County Globe
The New Paper
Washington Post
Gazette

41. What is your age category? (Read categories)
    18-22
    23-35
    36-59
    60 or older

42. What is your zip code: _____

43. Which of these categories represents your total annual household income before taxes? Is it . . . ?

    Less than $15,000
    $15,000 to under $30,000
    $30,000 to under $50,000
    $50,000 to under $75,000
    $75,000 to under $99,999
    $100,000 or more
    Refused

44. What is respondent's gender? (Don't ask; just mark)

    Male
    Female

**That concludes our interview. Thank you for being so kind to answer our questions.**

4. **How could FCC improve its chances of you choosing it? (Verbatim)**

Nothing; he is 70 (or older) and would not take any classes. (30)
Offering courses to further herself in her business
Business/investment (2)
Making more grants available
He is retired and travels a lot
Have more mini-courses short term
He plans to attend FCC after high school
She already has a degree and doesn't plan on taking any more courses
She would like to take a class, but doesn't have time
Don't know at this time; however, I plan on taking courses at FCC in a few years (5)
Cannot afford, I am a single parent with 3 kids
Lower cost (14), very expensive instate
If offering a doctorate program (2)
Sending a course catalog. Just moved into the Frederick area.
More adult education courses (2)
Interested in computer courses (4). Internet and desktop publishing (2)
Would choose FCC because it is local
Professors who take interest in students
More week-end course availability (2)
More parking (6) Closer
More information
Accessibility, in and out. Satellite places
Superior musical program
More social kinds of classes - swing dancing, etc.
Granddaughter will attend
Schedule - she is very busy. Have a baby sitting program
Offering a master's program (5) Extend graduate courses. Has masters (3)
Shorter class time
Veterinary courses. Vet. Tech course. Civil war classes
Expand high school classes. Offer more classes
Hobbies - wood working
Will attend after beauty school
Just didn't care for FCC. Just like MD better. Parents don't like it
Be bigger (3) Better rep. (2). More well known
More people my age. Enroll more elderly people
Course aren't available when she is
Lack of time at home. Finances
Offer more English classes for people that speak a foreign language
Offer more Continuing Education programs

No more tests before entering college for like Biology, Algebra
Periodically mailing. Offer morning and evening classes on same day
Being educated on area
Variety of hours. Wider variety of choices

5. **We would like to get people's impressions of FCC?**

Both grandsons have attended FCC. FCC is an excellent institution

23. **If you could suggest one thing to change or improve the college what would you suggest?**

Change appearance so they can offer more, add buildings and create activities.
Remodel a little bit. Get rid of construction workers.
Should stay more attuned to the local business (2) and offer more computer courses
Have professors teach course at a business
Have mini-semesters on certain courses
Better advertising (17). Let people know what's available. Create need & desire
Programs more diverse.(4) Improve academic strength. More dynamic
People available to do outreach to community
More full-time evening professors
Try offering a course to high school students for a career choice.
More courses for adults (5) More tech. programs.(2) Automotive programs
Offer general interest courses (2) Wider variety of classes (4)
FCC is a great place. All three of my girls attended and I graduated in 1966
Better teachers (3) New teachers' attitudes
Better image with seniors in high school; too good for it
Expand resources in library (2) Make library services to the public (very strongly)
Long process of entering school. Hard if working a job. Administration. Long time to get registered.
Increase tuition rate
Seniors budget. Accessibility - disabled people. Seniors meet at Senior Center with classes Mont. Coll.
More grants, student loans people in middle class - do not receive grants
Expand the computer and math programs. Better computer classes -day sessions
Evening classes are on same nights is bad, more evening classes (2)
Advertisement of plays and performances (2)
Classes filling up and they get canceled
More scheduling (5) Improve schedule - make it easier to understand
Intensive sculpture classes
More athletic grants
Thinks highly of college

More child care programs. Advertise what is available in child care
Has little information about the college
Cooking classes
More Saturday and evening classes (2) Change evening times, so they would be later
Have a pool
Counselors who know what they're doing
More convenient class times. Flexibility.(3) Evening classes are too long for people who work 8-5
Deaf programs, more programs for learning sign language
More summer classes.
Bike trails, more park areas
Become a 4-year school
More networking of schools
Medical field (i.e. CPR, nursing). Paramedic program
New track. Have a football team
Let us know more about FCC. Fellow grads and where people go after FCC
Gear more toward reality
Have incentives for employees to keep morale up and increase faculty
Child care on weekends and nights
Offer a writing course developed for writers or people writing novels
More info for already in workforce or change job skill (enhance)
Help people financially. More scholarships
Add a radiography program
Continue with Hood, Mt. St. Mary's, Business Tech. Center
Take out the word "community" in FCC
To send out catalogs telling the procedures on how to become a certified nurse
Allow people to go to cosmetology course without sponsor through high school

28. **What brought you to FCC? (Verbatim)**
I take my daughter to the child care facility at FCC.
Chair caning class in the 1960s
Picked up someone
When in high school attended FCC
Took a few courses at FCC years ago
Comes here all the time; used to attend
Attended, kids attended
Use the tracks; walks the campus with sister who lives nearby
Driving by and decided to drive through

**Many colleges are now offering some innovative educational and community services to make schooling possible for more people. If one or more of these were available, how big an effect would it have on your decision to enroll?**

Good chance (2) Big (2)
Depends on innovative course offered
Somewhat
Small impact
Keep you here and currently enrolled
Make a big difference
Ultra sound, Cont. Ed. programs

h:\percepti

**From:**
**To:** DAH
**Date:** 3/13/97 9:48am
**Subject:** Perception Survey

I just wanted to let you know how impressed we (Student Development) have been with your students. They have been courteous, professional, and respectful. We have been especially impressed with the professional manner we have heard used on the telephone. I'm sure you'll be getting some very valuable feedback from this project.

**CC:** GOF